

NEC IT Platform Division launches NEC Virtualization incentive for channel partners in Middle East

New initiative aimed at increasing adoption of Virtualisation solutions in enterprises

Middle East, 23 February 2010: NEC Computers, the NEC IT Platform Division of the Japan's NEC Corporation group, has initiated an **NEC Virtualization Incentive**, a special channel recruitment campaign to encourage existing and potential channel partners to promote its virtualization solutions to the end-users across the region.

The incentive program was launched in January 2010 for 3 months, giving partners the opportunity to earn an additional 2% back margin on each and every server or desktop virtualization project based on NEC hardware, while rewarding the partners' sales force at the same time. Each participating partner accumulates points for each project they register and win.

According to Annick Reyngoudt, Senior Marketing Manager EMEA, IT Platform Division at NEC, "We translate these points into money. The larger the projects the more points they earn. These points are then directly converted into cash, making it similar to having their very own NEC credit card."

Each virtualization project should be registered on the dedicated web site together with virtualization software license information. The licence keys related to the project could be requested for verification before the rewards are distributed. A project is considered as valid for reward if the eligible platforms have been shipped and invoiced by NEC to the VAR or VAD before the end of the incentive.

For each eligible project and INTEL based platform sold within a virtualization project, the participant accumulates a number of points. Each point is equivalent to a credit of 15€. In the month following the end of the incentive period, each participant having accumulated points will be notified by email and will receive a virtual credit card, credited by the amount of Euros earned. This virtual credit card can then be used to place orders on any Web Site accepting credit card payment.

On their personal pages, participating partners are able to see the potential number of points accumulated in real time. For details on the initiative, partners need to contact the interFRONTIERS team.

Reyngoudt added, “Incentive programs have been proven to maintain as well as increase the long term loyalty of our channel partners. It give us the opportunity to build relationships, help fill communication gaps as well as improve the flow and frequency of communication between the partners and us.”

About NEC Computers, IT Platform Division of NEC

A subsidiary of the Japanese NEC Corporation group, NEC Computers offers a complete, innovative range of IT, infrastructure solutions (servers, storage, software) and virtualised workstations. NEC Computers operates in professional markets in Europe, the Middle East, and Africa.

The Japanese NEC group is a worldwide leader in Information Technology, Networking and Electronic Components, with a turnover of 44 billion dollars (figures as at 31-05-2009) and employs more than 143,000 people worldwide. As demonstrated by its slogan “Empowered by Innovation”, the NEC Group puts technological innovation at its clients’ service. NEC devotes nearly 8% of its turnover to Research and Development, from bioplastics to super computers.

About interFRONTIERS

interFRONTIERS was set up in 2001 to undertake the overall Regional Business Development & Management for NEC Computers in the Middle East, Africa and South- eastern Europe. A professional sales team works with NEC’s channel partners, while an expert team of pre-sales consultants and tenders support help with major corporate accounts.

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